

**CONTRACT**

**KHON**  
**88 Piikoi Street**  
**Honolulu, HI 96814**  
**(808)591-2222**

And:

**Kirk Caldwell C/O**  
**Laird Christianson Advertising**  
**1003 Bishop St #900**  
**Honolulu, HI 96813**

<b>Contract / Revision</b> 147096 /		<b>Alt. Order #</b>
<b>Product</b> Week of 7/09		
<b>Contract Dates</b> 07/09/12 - 07/15/12		<b>Est. #</b>
<b>Advertiser</b> POL - Friends of Kirk Caldwell		<b>Original Date / Revision</b> 07/06/12 / 07/09/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KHON	<b>Account Executive</b> KHON House	<b>Sales Office</b> KHON-Local
<b>Special Handling</b>		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KHON	07/09/12	07/13/12	M-F 5a-8a Morning News	5a-8a		:30			NM	8	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-2222--				8	\$250.00			
N 2	KHON	07/09/12	07/13/12	Dr. Phil	4p-5p		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-TWTF--				5	\$100.00			
N 3	KHON	07/09/12	07/13/12	Inside Edition	1035p-1105p		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-TWTF--				3	\$300.00			
N 4	KHON	07/09/12	07/13/12	LF Big Bang Theory	1105P-1135P		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-TWTF--				5	\$100.00			
N 5	KHON	07/14/12	07/14/12	Sat. Wheel of Fortune	630p-7p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-----1-				1	\$600.00			
N 6	KHON	07/14/12	07/14/12	The Finder (RB)	1035p-1135p		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-----1-				1	\$150.00			
<b>Totals</b>											<b>23</b>	<b>\$4,650.00</b>

\*Tax 1 Note: Sales Tax 4.712%.

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 - 07/14/12	23	\$4,650.00	\$3,952.50	\$186.24	\$4,138.74
<b>Totals</b>	<b>23</b>	<b>\$4,650.00</b>	<b>\$3,952.50</b>	<b>\$186.24</b>	<b>\$4,138.74</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. In accordance with Paragraphs 49 and 50 of United States Federal Communications Commission Report and Order No. FCC 07-217, NVT Portland, LLC, NVT Hawaii Licensee, LLC and NVT Wichita Licensee, LLC will not discriminate in any contract for advertising on the basis of race or gender, and all such contracts will be evaluated, accepted, negotiated and completed without regard to race or gender.

# CONTRACT



**KITV**  
**abc** 801 South King Street  
 Honolulu, HI 96813  
 (808)535-0400

www.KITV.com

And:

Laird Christianson Advertising, Inc  
 1003 Bishop Street  
 9th Floor  
 Pauahi Tower  
 Honolulu, HI 96813

<b>Contract / Revision</b> 931352 /		<b>Alt Order #</b>
<b>Product</b> 7/9--15, 2012 TV		
<b>Contract Dates</b> 07/10/12 - 07/15/12		<b>Estimate #</b>
<b>Advertiser</b> Caldwell/NP/Mayor		<b>Original Date / Revision</b> 07/06/12 / 07/06/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KITV	<b>Account Executive</b> Chris Pelletier	<b>Sales Office</b> Honolulu
<b>Special Handling</b> Political Duplicate File Copy		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KITV	07/10/12	07/15/12	KITV 4 News This Morning	5-7am		:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-TWTF--				3	\$100.00			
N 2	KITV	07/10/12	07/15/12	Dr Oz 4-5p	4-5p		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-TWTF--				3	\$150.00			
N 3	KITV	07/10/12	07/15/12	KITV News At 5	5-5:30pm		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-TWTF--				3	\$300.00			
N 4	KITV	07/10/12	07/15/12	KITV News At 10	10-1035pm		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-TWTF--				3	\$500.00			
N 5	KITV	07/10/12	07/15/12	Nightline	11-1130p		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-TWTF--				2	\$100.00			
N 6	KITV	07/10/12	07/15/12	KITV News At 5	Sa/Su 5-5:30pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-----S				1	\$300.00			
N 7	KITV	07/10/12	07/15/12	KITV 4 News at 10 Sun	KITV 4 News at 10		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-----S				1	\$500.00			
<b>Totals</b>											<b>16</b>	<b>\$4,150.00</b>

\*Tax 1 Note: General Excise Tax 4.712%.

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 - 07/15/12	16	\$4,150.00	\$3,527.50	\$166.22	\$3,693.72
<b>Totals</b>	<b>16</b>	<b>\$4,150.00</b>	<b>\$3,527.50</b>	<b>\$166.22</b>	<b>\$3,693.72</b>

Signature: \_\_\_\_\_

Date: 7/6/12

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

**CONTRACT**

**KFVE-K5**  
**420 Waiakamilo Road**  
**Suite 205**  
**Honolulu, HI 96817**  
**(808) 847-9375**

And:

**Laird Christianson Advertising**  
**Pauahi Tower**  
**1003 Bishop Street, Suite 900**  
**Honolulu, HI 96813**

<b>Contract / Revision</b> 794346 /		<b>Alt Order #</b>
<b>Product</b> 7/9-7/15		
<b>Contract Dates</b> 07/09/12 - 07/15/12		<b>Estimate #</b> 2597
<b>Advertiser</b> Friends of Kirk Caldwell		<b>Original Date / Revision</b> 07/06/12 / 07/06/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KFVE	<b>Account Executive</b> Lehua Watson	<b>Sales Office</b> Honolulu-Local
<b>Special Handling</b>		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KFVE	07/09/12	07/15/12	Hawaii News Now: Sunrise	8a-9a		:30			NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-TWTF--				3	\$60.00			
N 2	KFVE	07/09/12	07/15/12	TMZ (M-F - PA)	6p-630p		:30			NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-TWTF--				2	\$40.00			
N 3	KFVE	07/09/12	07/15/12	Hawaii News Now at 6:30	628p-7p		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-TWTF--				3	\$150.00			
N 4	KFVE	07/09/12	07/15/12	Hawaii News Now At Nine	9p-935p		:30			NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-TWTF--				3	\$225.00			
N 5	KFVE	07/09/12	07/15/12	Extra (935p-1005p)	935p-1005p		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-TWTF--				3	\$150.00			
N 6	KFVE	07/09/12	07/15/12	Hi News Now at Nine Sa-Su	9p-935p		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-----SS				2	\$200.00			
<b>Totals</b>											<b>16</b>	<b>\$2,235.00</b>

\*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 - 07/15/12	16	\$2,235.00	\$1,899.75	\$89.52	\$1,989.27
<b>Totals</b>	<b>16</b>	<b>\$2,235.00</b>	<b>\$1,899.75</b>	<b>\$89.52</b>	<b>\$1,989.27</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

**CONTRACT****KHNL**

**KHNL**  
**420 Waiakamilo Road**  
**Suite 205**  
**Honolulu, HI 96817**  
**(808) 847-3246**

And:

**Laird Christianson Advertising**  
**Pauahi Tower**  
**1003 Bishop Street, Suite 900**  
**Honolulu, HI 96813**

<b>Contract / Revision</b> 794333 /		<b>Alt Order #</b>
<b>Product</b> KIRK TV WEEK OF 7-9-7-15		
<b>Contract Dates</b> 07/10/12 - 07/15/12		<b>Estimate #</b> 2597
<b>Advertiser</b> Friends of Kirk Caldwell		<b>Original Date / Revision</b> 07/06/12 / 07/06/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KHNL	<b>Account Executive</b> Nani Liu	<b>Sales Office</b> Honolulu-Local
<b>Special Handling</b>		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KHNL	07/10/12	07/15/12	Hawaii News Now: Sunrise	5a-7a		:30			NM	3	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-T-TF--				3	\$120.00			
N 2	KHNL	07/10/12	07/15/12	The Doctors	3p-4p		:30			NM	3	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-TWTF--				3	\$30.00			
N 3	KHNL	07/10/12	07/15/12	Entertainment Tonight	630p-7p		:30			NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-TW-F--				5	\$140.00			
N 4	KHNL	07/10/12	07/15/12	Hi News Now at Ten M-Su	10p-1035p		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-TWTF--				3	\$350.00			
N 5	KHNL	07/10/12	07/15/12	The Tonight Show	1035p-1137p		:30			NM	3	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-TWTF--				3	\$210.00			
N 6	KHNL	07/14/12	07/14/12	Hi News Now at Ten	10p-1035p		:30			NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-----S-				1	\$165.00			
N 7	KHNL	07/15/12	07/15/12	Hi News Now at Ten	10p-1035p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/09/12	07/15/12	-----S				1	\$300.00			
<b>Totals</b>											<b>19</b>	<b>\$3,295.00</b>

\*Tax 1 Note: General Excise Tax 4.712%.

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 - 07/15/12	19	\$3,295.00	\$2,800.75	\$131.97	\$2,932.72
<b>Totals</b>	<b>19</b>	<b>\$3,295.00</b>	<b>\$2,800.75</b>	<b>\$131.97</b>	<b>\$2,932.72</b>

Signature: \_\_\_\_\_

Date: 7/6/12

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